



**ASQ, Chennai LMC
Computer Society of India, Chennai Chapter
IEEE Computer Society, Madras Chapter
IEEE Technology Management Council, Madras Chapter**

Cordially invite you for a presentation by

Mr. Rajaram Venkataraman
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On

“New Age Business Models And Quantum Shifts”

on Monday, 28th Nov 2011 at 5.30 p.m.

at

Henry Maud Slay Hall, Anna University, Guindy, Chennai – 600025

Mr. S. Anil Kumar
President
ASQ, Chennai LMC

Dr. R.M. Suresh
Chairman
CSI Chennai

Mr. H.R. Mohan
Chairman
IEEE CS Madras

Mr. K.V. Rupchand
Chairman
IEEE TMC Madras

5.30 p.m.: Registration & High Tea :: 6.00 p.m.: Presentation :: 7.45 p.m.: Q &A

About the presentation:

Empirical studies have shown that historically business model innovation has always provided more operating margin growth over the other types of innovation like product or service or process or operational innovations. With increasing globalization, pervasiveness of technology across different mediums, increasing adoption of social media, increasing dominance of Gen-X and emergence of Gen-Y as a consuming and purchasing group, there is a rapidly growing preference from new generation of customers towards self-service, personalization and better experience. In order to leverage these trends, new age business models are evolving which are moving away from a typical product or service based connection with customers to a bold and transparent engagement with customers and suppliers as partners in the co-creation of value in the ecosystem. Innovative business models have reshaped entire industries and redistributed billions of dollars of value. Over the last 10 years, 14 of the 19 new entrants into the Fortune 500 owe their success to business model innovations that have either transformed existing industries or created new ones. New markets and opportunities around sustainability, clean energy, healthcare are visible which need to be tapped with quite different types of business models. Why is the competitive advantage due to business model innovation more enduring than other types of innovation? How can value creation and value capture be enhanced with these new age business models? What roles, competencies and processes would these involve?

Some of the topics that will be discussed in the presentation include:

- What, Why, Where, When and How of business models?
- Business Model deconstruction
- Changing customer preferences
- Emergence of new age business models
- What kind of processes and competencies do these involve?
- Disruptive Business Models and What can we learn from successful business model innovators including Google, Dell?
- IT Industry business models and emerging business models